4th Annual Research Conference

Links to Conference Papers and Research Sketches Made Available by Authors

Names of presenters are in boldface

Thursday, May 17  Location: Burke Auditorium, Kroon Hall

7:45 – 8:45 a.m.  Registration and Continental Breakfast

8:45 – 9:00 a.m.  Welcome Remarks
Dean Peter Crane, Yale School of Forestry & Environmental Studies
Dean Ted Snyder, Yale School of Management

9:00 – 10:30 a.m.  Topic #1: Environment and Financial Performance
Moderator: K. Geert Rouwenhorst (Yale School of Management)

- Paper 1 – Portfolio Greenness and the Financial Performance of REITs
  - Erkan Yonder (Maastricht University, The Netherlands)
  - Piet Eichholtz (Maastricht University, The Netherlands)
  - Nils Kok (Maastricht University, The Netherlands)

- Paper 2 – The Linkage between Going Green and Corporate Financial Performance: Perspectives from AEC Industry
  - Qingbin Cui (University of Maryland)
  - Yujie Lu (University of Maryland)

- Paper 3 – Stakeholder Capital and Performance in Tough Times
  - Sinziana Dorobantu (The Wharton School of the University of Pennsylvania)
  - Witold Henisz (The Wharton School of the University of Pennsylvania)
  - Lite Nartey (University of South Carolina – Moore School of Business)
10:30 – 10:45 a.m. Break

10:45 a.m. – 12:15 p.m. Topic #2: Environmental Values in Business
Moderator: Andrew Hoffman (University of Michigan – Ross School of Business and School of Natural Resources and Environment)

- **Paper 4 – Corporate Social Responsibility and Shareholder Value: The Environmental Consciousness of Investors**
  o Caroline Flammer (MIT – Sloan School of Business)

- **Paper 5 – Short on Time: Temporal Tensions in Business Sustainability**
  o Natalie Slawinski (Memorial University of Newfoundland)
  o Pratima Bansal (University of Western Ontario – Ivey School of Business)

- **Paper 6 – Planetary Boundaries: Ecological Foundations for Corporate Sustainability**
  o Paolo Perego (Erasmus University, The Netherlands)
  o Brian Walker (The Commonwealth Scientific and Industrial Research Organisation, Australia)
  o Gail Whiteman (Erasmus University, The Netherlands)

12:15 – 2:00 p.m. Lunch (Tent, Kroon Courtyard, 3rd Floor in case of rain)

12:15 – 1:00 p.m.

Speaker: Commissioner Dan Esty, Connecticut Department of Energy and Environmental Protection

1:00 – 1:45 p.m.

2:00 - 2:30 p.m. ARCS Updates
Location: Kroon Hall, 3rd Floor

- Teaching Day – Andrew King (Dartmouth – Tuck School of Business)
- ARCS Updates – Michael J. Lenox (University of Virginia – Darden School of Business)
Research Sketches
Moderator: John Maxwell (Indiana University – Kelley School of Business)

- **Sketch 1 – Sustainable Incentives: Experimental Evidence**
  o Pablo Hernandez (University of California – Berkeley)
  o Dylan Minor (Northwestern University – Kellogg School of Management)
  o Dana Sisak (Erasmus University, The Netherlands)

- **Sketch 2 – The Environmental Consequences of Shared Ownership**
  o Adam Fremeth (University of Western Ontario – Ivey School of Business)
  o R. Ryan Raffety (University of Western Ontario – Ivey School of Business)

- **Sketch 3 – The Informational Value of Toxics Release Inventory Performance**
  o Holly H. Johnston (University of Massachusetts – Boston)
  o Elizabeth Connors (Northeastern University)
  o Lucia Silva-Gao (University of Massachusetts – Boston)

- **Sketch 4 – The Globalization of Corporate Environmental Disclosure: Accountability or Greenwashing?**
  o Michael Toffel (Harvard Business School)
  o Christopher Marquis (Harvard Business School)

Break

3:45 – 5:00 p.m.  Topic #3: Policy and Information
Moderator: Eric Orts (The Wharton School of the University of Pennsylvania)
Location: Kroon Hall, Burke Auditorium

- **Paper 7 – Technology Adoption in Regulated Industries: An Empirical Study of the Southern California Garment Cleaning Industry**
  o Bryan Bollinger (New York University – Stern School of Business)

- **Sketch 5 – Constructing Institutional Ambiguity: Technology Definitions and Entrepreneurship in the U.S. Geothermal Power Sector**
  o Shon Hiatt (Harvard Business School)
  o Sangchan Park (National University of Singapore)

- **Paper 8 – Saving Power to Conserve Your Reputation? The Effectiveness of Private vs. Public Information**
  o Magali Delmas (UCLA - Anderson School of Management)
  o Neil Lessem (UCLA)
5:00 – 5:15 p.m.  Announcements
5:15– 6:15 p.m.  Travel Time/Break
6:15 – 7:15 p.m.  Cocktail Reception, Poster Sessions. Networking and Dukes of Yale
(President’s Room, Woolsey Hall - 500 College Street, 2nd Floor - for rest of evening)
7:15 – 9:30 p.m.  Dinner

Introduction: Marian Chertow, Conference Chair
Speaker (by Video Conference): Ma Jun, Executive Director, Institute of Public and Environmental Affairs – Beijing, China
  8:30 – 9:15 p.m.

Friday, May 18  Location: Burke Auditorium, Kroon Hall 3rd Floor
7:30 – 8:30 a.m.  Continental Breakfast
8:30 – 10:00 a.m.  Topic #4: Supply Chain and Waste
Moderator: Michael Toffel (Harvard Business School)

- Paper 9 – Do Managers Systematically Underestimate The Potential for Waste Reduction?
  - Luca Berchicci (Rotterdam School of Management)
  - Andrew A. King (Dartmouth – Tuck School of Business)

- Paper 10 – Fair and Efficient Implementation of Collective Extended Producer Responsibility Legislation
  - Luyi Gui (Georgia Institute of Technology)
  - Atalay Atasu (Georgia Institute of Technology)
  - Ozlem Ergun (Georgia Institute of Technology)
  - L. Beril Toktay (Georgia Institute of Technology)

- Sketch 6 – Green Supply Chain Formation through By-product Synergies
  - Weslynne Ashton (Illinois Institute of Technology - Stuart School of Business)
  - Navid Sabbaghi (Illinois Institute of Technology – Stuart School of Business)
  - Jiong Sun (Illinois Institute of Technology – Stuart School of Business)

- Sketch 7 – Determinants of Supplier Environmental Collaboration
  - James J. Cordeiro (State University of New York - Brockport)
  - Elena Revilla (Instituto de Empresa, Spain)
  - Joseph Sarkis (Clark University)
10:00 – 10:15 a.m. Break

10:15 – 11:30 a.m. Topic #5: Entrepreneurship and Institutions
Moderator: Anastasia O’Rourke (Big Room Inc.)

- **Paper 11 – The Emergence of Green Industries: Socio-Cultural Determinants of Entrepreneurial Entry**
  - Jeffrey G. York (University of Colorado – Boulder – Leeds School of Business)
  - Michael J. Lenox (University of Virginia – Darden School of Business)

- **Sketch 8 – Institutional Work in the Design of Voluntary Sustainability Initiatives: The Role of Key Resources**
  - Joerg S. Hofstetter (University of St. Gallen, Switzerland)
  - Jens Hamprecht (ETH Zurich)
  - Nils J. Peters (McKinsey & Company)

- **Paper 12 – Conferring Legitimacy: Takeoff in Venture Capital Clean Energy Investment**
  - Alfred Marcus (University of Minnesota – Carlson School of Management)
  - Shmuel Ellis (Tel Aviv University, Israel)
  - Joel Malen (University of Minnesota – Carlson School of Management)

11:30 a.m. – 1:15 p.m. Lunch (Kroon Hall, 3rd Floor)
11:30 – 12:15 pm

Speaker: Mark Vachon, Vice President of GE Ecomagination
Moderator: Connie Bagley, Yale School of Management
12:15 – 1:00 pm

1:15 – 2:45 p.m. Topic #6: Stakeholder Management
Moderator: Glen Dowell (Cornell University – Johnson School of Management)
Location: Kroon Hall, Burke Auditorium

- **Paper 13 – Categorical Cleaning: An Exploratory Study of Sustainability Induced Divestitures, 1992-2010**
  - Joel Gehman (Pennsylvania State University)

- **Sketch 9 – Symbolic Management with Multiple Stakeholder Groups: Evidence from Corporate Environmental Management**
  - Eun-Hee Kim (George Washington University)
  - Thomas P. Lyon (University of Michigan – Ross School of Business)
Paper 14 – Let’s Talk: An Analysis of the “Vote vs. Negotiated Withdrawal” Decision for Social Activist Environmental Health Shareholder Resolutions

- Elizabeth Cooperman (University of Colorado – Denver)
- John Byrd (University of Colorado – Denver)

2:45 – 3:00 p.m.  Closing Remarks – Marian Chertow

3:00 p.m.  ARCS Conference Concludes